

## ORDER



WAVY

**Orders**  
**Order / Rev:** 201628  
**Alt Order #:** 06844884  
**Product Desc:** 10/23-10/29 PRIORITIES USA  
**Estimate:** 1566  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 08/27/12 / 10/22/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street, Southeast  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7584/SP7302

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$34,350.00	\$29,197.50
10/29/12	10/29/12	3	\$1,900.00	\$1,615.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$34,350.00	\$29,197.50	0.00
November 2012	3	\$1,900.00	\$1,615.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$36,250.00</b>	<b>\$30,812.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WAVY	33%	\$36,250.00
Market	100%	\$109,848.48

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$6,590.91
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$25,265.15
WTVZ	4%	\$4,393.94
WVBT	8%	\$8,787.88
WVEC	26%	\$28,560.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/23/12	10/23/12	WAVY News @ Sunrise	CM	5a-6a	-T-----	1:00	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1			\$1,400.00		0.00			
E 2	WAVY	10/25/12	10/25/12		CM	5a-6a	---T---	1:00	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00

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 Product Desc: 10/23-10/29 PRIORITIES USA  
 Estimate: 1566  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News @ Sunrise															
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,400.00		0.00						
E 5	WAVY	10/24/12	10/24/12	WAVY 6AM News	CM	6a-7a	--W----	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
WAVY 6AM News															
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$4,000.00		0.00						
E 7	WAVY	10/25/12	10/25/12	Today Show M-F	CM	7a-9a	---T---	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
Today Show M-F															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$4,000.00		0.00						
E 9	WAVY	10/23/12	10/23/12	Today Show 2	CM	9a-10a	-T-----	1:00	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
Today Show 2															
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,000.00		0.00						
E 13	WAVY	10/26/12	10/26/12	Today Show 3	CM	10a-11a	----F--	1:00	1	\$800.00	P1	0.00	NM	1	\$800.00
Today Show 3															
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
E 14	WAVY	10/29/12	10/29/12	Today Show 3	CM	10a-11a	M-----	1:00	1	\$800.00	P1	0.00	NM	1	\$800.00
Today Show 3															
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
E 15	WAVY	10/23/12	10/23/12	Hampton Roads Show	CM	11a-12p	-T-----	1:00	1	\$400.00	P2	0.00	NM	1	\$400.00
Hampton Roads Show															
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$400.00		0.00						
E 17	WAVY	10/29/12	10/29/12	Hampton Roads Show	CM	11a-12p	M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
Hampton Roads Show															
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$200.00		0.00						
E 18	WAVY	10/24/12	10/24/12	WAVY News 10 @ Noon	CM	12p-1p	--W----	1:00	1	\$600.00	P1	0.00	NM	1	\$600.00
News 10 @ Noon															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$600.00		0.00						
E 20	WAVY	10/25/12	10/25/12	Days of Our Lives	CM	1p-2p	---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Days of Our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$350.00		0.00						
E 21	WAVY	10/23/12	10/23/12	M-F 2-3p	CM	2-3p	-T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
The Doctors															
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$200.00		0.00						
E 23	WAVY	10/29/12	10/29/12	M-F 4-5p	CM	4p-5p	M-----	1:00	1	\$900.00	P2	0.00	NM	1	\$900.00
M-F 4-5p															
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$900.00		0.00						
E 24	WAVY	10/23/12	10/23/12		CM	5p-530p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

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 Estimate: 1566  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @5p News 10 @5p															
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	1		\$1,500.00		0.00						
E 25	WAVY	10/24/12	10/24/12	WAVY News 10 @530p CM	CM	530p-6p	--W----	1:00	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
News 10 @530p															
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--W----	1		\$3,000.00		0.00						
E 27	WAVY	10/25/12	10/25/12	WAVY News 10 @6p CM	CM	6p-630p	---T---	1:00	1	\$3,600.00	P1	0.00	NM	1	\$3,600.00
News 10 @6p															
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$3,600.00		0.00						
E 29	WAVY	10/23/12	10/23/12	M-F 7-730p CM	CM	7-730p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
M-F 7-730p															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	1		\$1,500.00		0.00						
E 30	WAVY	10/24/12	10/24/12	M-F 730-8p CM	CM	730-8p	--W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
M-F 730-8p															
THE INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--W----	1		\$1,500.00		0.00						
E 32	WAVY	10/25/12	10/25/12	LN M-F CM	CM	11p-1130p	---T---	1:00	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
M-F News 10 @11															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$4,000.00		0.00						
E 33	WAVY	10/24/12	10/24/12	Tonight Show/Jay Leno CM	CM	1134p-1237a	--W----	1:00	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
Tonight Show w/Leno															
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--W----	1		\$1,000.00		0.00						
E 36	WAVY	10/26/12	10/26/12	Late Night/Jimmy Fallon CM	CM	1237a-136a	----F--	1:00	1	\$300.00	P1	0.00	NM	1	\$300.00
Late Night w/Jimmy Fallon															
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$300.00		0.00						
E 37	WAVY	10/24/12	10/24/12	WAVY Early Today New6M	CM	430-5a	--W----	1:00	1	\$400.00	P1	0.00	NM	1	\$400.00
WAVY News 430-5am															
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--W----	1		\$400.00		0.00						
E 39	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 6a CM	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sa 6a															
SATURDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						
E 40	WAVY	10/27/12	10/27/12	WAVY News 10 Sa 7a CM	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
WAVY News 10 Sa 7a															
SATURDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	1		\$800.00		0.00						
E 41	WAVY	10/27/12	10/27/12	WAVY News 10 Sat 6p CM	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sat 6p															
SATURDAY 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						
E 42	WAVY	10/27/12	10/27/12	CM	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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 Estimate: 1566  
**WAVY**

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				Sa 7-8p											
				Sa 7-8p											
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1			\$300.00		0.00			
E 43	WAVY	10/28/12	10/28/12	WAVY News 10 SundayQM		7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sunday 7a											
SUNDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$800.00		0.00			
E 44	WAVY	10/28/12	10/28/12	WAVY News 10 Sun 6p CM		6p-7p	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sun 6p											
SUNDAY 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S			1			\$500.00		0.00			
													Totals	28	\$36,250.00